

Best Practices

thought leadership & lead generation



Smart Customer Support Transformation

Today's consumers have tremendous expectations when it comes to choice, personalization, and demands for high levels of customer service. For many businesses, competing on a customer experience (CX) value proposition without raising costs to a prohibitive level is a real challenge. After all, everyone wants to deliver great CX.

In this Best Practices topic, we discuss improving the structure and performance of operations, using analytics to spot areas ripe for a technology transformation, and rethinking the delivery of personalized and seamless experiences across digital channels. Meeting both customer expectations and budget expectations could literally be the million-dollar question for your organization.

Contribute to this month's installment and educate our readers on how to execute a cost-effective customer service strategy while simultaneously increasing revenue through improved customer loyalty and advocacy.

Roundtable Date: 11/18/2020

Published in **June 2020** CRM magazine

Content Due: **April 20, 2020**

Also in June: ■ CONVERSATIONAL AI USE CASES IN CUSTOMER SERVICE

2020 BEST PRACTICES SCHEDULE & RATES

Standard - 1 page (750 words) \$7,500 net
 Silver - 2 pages (1,500 words) \$8,500 net
 Gold - 3 pages (2,250 words) \$9,500 net
 Platinum - 4 pages (3,000 words) \$10,500 net

2020 ROUNDTABLE SCHEDULE

Participation in
 Webinar Roundtable - \$8,500

MARCH 2020

AI-Based Speech Analytics for Actionable Insights
Self-Service for Higher Customer Satisfaction
 Reservations: 1/13/20 • Ads/Content: 1/20/20

MARCH 2020

AI and the Contact Center • Roundtable Date: 3/11/20
Marketing: The Integration of Sales and Marketing • Roundtable Date: 3/25/20

APRIL 2020

Customer **Authentication**, Identity Resolution & Voice **Biometrics**
 Creating a Great **Omnichannel** Experience for Great Customer Experiences
 Reservations: 2/10/20 • Content: 2/18/20

APRIL 2020

Voice-of-the-Customer Programs for Better Customer Experience • Roundtable Date: 4/8/20
Business Intelligence and Customer **Analytics: Uncovering Hidden Value** • Roundtable Date: 4/22/20

MAY 2020

How Do You **Measure Customer Experience?**
Customer Data Platforms for a Unified View of the Customer
 Reservations: 3/12/20 • Content: 3/19/20

MAY 2020

Cognitive Customer Service and Support • Roundtable Date: 5/6/20
 Creating a **Customer Engagement Center** • Roundtable Date: 5/20/20

JUNE 2020

Smart Customer Service Transformation
Conversational AI Use Cases in Customer Service
 Reservations: 4/13/20 • Content: 4/20/20

JUNE 2020

Why Is **Customer Experience** So Darn Important? And How to Improve Your CX Efforts • Roundtable Date: 6/3/2020
Smart IVRs for Better Customer Experiences • Roundtable Date: 6/17/2020

JULY 2020

Customer Journey Analytics: Delivering the Best Possible Customer Experience
Business Intelligence and **Customer Analytics: Uncovering Hidden Value**
 Reservations: 5/22/20 • Content: 6/1/20
 (Published in July/Aug Issue • Online Marketing: 7/1/20)

JULY 2020

Mobile-First Customer Care • Roundtable Date: 7/15/2020
AI Based Speech Analytics for Actionable Insights • Roundtable Date: 7/29/2020

AUGUST 2020

Why Is **Customer Experience** So Darn Important? And How to Improve Your CX Efforts
Cognitive Customer Service and Support
 Reservations: 7/20/20 • Content: 7/25/20
 (Published in September Issue • Online Marketing: 8/1/20)

AUGUST 2020

How Do You **Measure Customer Experience?** • Roundtable Date: 8/12/2020
Customer Data Platforms for a Unified View of the Customer • Roundtable Date: 8/26/2020

SEPTEMBER 2020

AI and the Contact Center
Marketing: The Integration of Sales and Marketing
 Reservations 7/13/20 • Content 7/20/20

SEPTEMBER 2020

Cloud Contact Center Solutions • Roundtable Date: 9/16/2020
Self-Service for Higher Customer Satisfaction • Roundtable Date: 9/30/2020

OCTOBER 2020

Is **Voice-First Technology** a Must-Have in 2020 and Beyond?
Data Quality: The Key Ingredient in a Data-Driven Customer Strategy
 Reservations 8/12/20 • Content 8/19/20

OCTOBER 2020

Creating a Great **Omnichannel** Experience for Great Customer Experiences • Roundtable Date: 10/7/2020
Conversational AI Use Cases in Customer Service • Roundtable Date: 10/21/2020

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Advertising Director
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